



For immediate release:

For more information call:
Beth Friedman, President
The Friedman Marketing Group
888.884.8364, ext. 701
beth@tfmgcom.com

The Friedman Marketing Group Adds Lynne Gayle as Director of Public Relations

LYNCHBURG, VA (September 10, 2008) – The Friedman Marketing Group (TFMG) is pleased to announce that Lynne Gayle has joined their healthcare marketing team as Director of Public Relations. The announcement was made by Beth Friedman, RHIT, President of TFMG. Lynne will be responsible for public relations and media development while assisting with communications and new business development activities at TFMG.

With more than ten years of experience in marketing and public relations, Lynne brings a wealth of skill and expertise to her new position. She has previously held management-level positions at O2 Media, Inc., The Deltennium Group, and Washington Capital Corporation. Her professionalism and creative marketing strategies have resulted in successful results for Fortune 500 clients in a wide variety of industries. Lynne holds an MA in Journalism from the University of Southern California and a BA in English from the University of Michigan. She has also completed graduate studies in International Journalism at the University of Hamburg, Germany.

"Lynne is uniquely qualified to lead the public relations activities at TFMG," says Friedman. "Her expertise in communication, media and marketing are a great asset for TFMG and we are excited about the added value that she brings to our clients."

Headquartered in Lynchburg, VA, TFMG offers a wide array of marketing services including public relations, thought leadership, online marketing services and lead generation. All team members have career backgrounds in healthcare and possess solid media, industry leadership and national association relationships. For more information about the company, visit their website at: www.tfmcom.com.